

Logos & Usage



Being consistent in what we say, how we say it and how we look, shapes how the public perceives us. Follow these guidelines to maintain the integrity of the CBM visual identity.

LOGO ANATOMY & CLEAR SPACE

CBM has created a logo system that is flexible enough to be used as a whole or in part, depending on the design need. Wherever possible use the full version of the logo including the tagline.

Our logo must have space to breathe, with rules concerning spacing and margins. It should not be cramped or overshadowed by other visual distractions. The logo clear space equals the width of the maple leaf around all edges of the logo, which should be free from other graphics and interference. This applies to all logo versions. When used next to other logos or brand marks, ideally allow for as much clear space as possible.



Proportional Resizing

The CBM logo may be resized proportionally as necessary. However, to maintain the integrity and legibility of the logo, ensure that the minimum sizes indicated on the following pages are maintained.

**LOGO VARIATION:
CENTERED WITH TAGLINE**



CBM

*embracing a broken world
through word & deed*



Minimum Size



CBM

*embracing a broken world
through word & deed*

2-Colour version only available in Pantone.



CBM

*embracing a broken world
through word & deed*



CBM

*embracing a broken world
through word & deed*



CBM

*embracing a broken world
through word & deed*

**LOGO VARIATION:
CENTERED WITHOUT TAGLINE**



CBM



CBM

2-Colour version only available in Pantone.



CBM



CBM



CBM

**LOGO VARIATION:
HORIZONTAL WITH TAGLINE**



Minimum Size



2-Colour version only available in Pantone.



CBM

*embracing a broken world
through word & deed*



CBM

*embracing a broken world
through word & deed*



CBM

*embracing a broken world
through word & deed*

**LOGO VARIATION:
HORIZONTAL WITHOUT TAGLINE**



Minimum Size



2-Colour version only available in Pantone.



**LOGO VARIATION:
HORIZONTAL STACKED WITH TAGLINE**



CBM

*embracing a broken world
through word & deed*



Minimum Size



CBM

*embracing a broken world
through word & deed*

2-Colour version only available in Pantone.



CBM

*embracing a broken world
through word & deed*



CBM

*embracing a broken world
through word & deed*



CBM

*embracing a broken world
through word & deed*

**LOGO VARIATION:
ICON**



2-Colour version only available in Pantone.



LOGO ETIQUETTE: DO'S & DON'TS

Preserve the Integrity of the Logo



Do not **distort**. Scale proportionately.



Do not change the **typography**.



Do not **adjust the wording**.



Do not **crop**.



Do not apply any **effects**.



Do not alter the **proportions**.



Do not adjust the **colour**.
Use variations provided.



Do not **rotate**.



Do not **add elements**

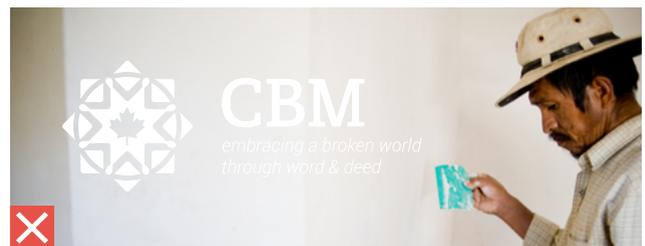
Consider Contrast

The logo should most often appear in full colour on a white background.

When used on a coloured background or image, use the white (knocked-out) version of the logo.

When used on photography, look for a quiet space to place the logo, free from busy textures or colours.

Having proper contrast between the logo and background is important for legibility. If there is not enough contrast, the image can be edited or a colour overlay or gradient added over top. If the image is very light, use one of the coloured versions of the logo.



TECHNICAL CONSIDERATIONS & TERMINOLOGY

Each medium has different technical requirements. Here is a quick reference guide to terminology.

COLOUR SPACE

CMYK (4 COLOUR PROCESS)

CMYK is an acronym for Cyan, Magenta, Yellow and Key (Black). *Use for digital or offset printing.*

RGB

RGB, an acronym for Red, Green and Blue, is a format used to render colors on computer screens. The values range from 0-255, and a combination of these three numbers results in various colors. *Use for digital / screen applications.*

HEX

An alternative color system to RGB is hexadecimal or 'hex code'. This is a # followed by a series of 6 numbers and letters achieving the same color as it's RGB counterpart. *Use for digital / screen applications.*

SPOT PANTONE

Pantone Matching System (PMS) format consists of pre-mixed ink colours or 'spot colours'. This format produces consistent colours on the final print. *Use for offset print applications (such as stationery).*

FILE FORMAT

.PDF

Portable Document Format. Editable source file which preserves vector format. This file can be opened and edited with any vector graphics application. *Use for print applications.*

.SVG

Scalable Vector Graphic. Editable source file and a true vector format that allows infinite re-sizing without quality loss. The .SVG format can be used with any vector graphics software, including Adobe Illustrator and Canva. *Use for web applications. Only available in RGB colour mode.*

.EPS

Encapsulated Post Script. Editable source file which can be opened with any vector graphics software, as well as raster graphics applications like Photoshop. The logo files provided in this format use spot colours. *Use for print applications with spot Pantone colours.*

.PNG

Portable Network Graphics. A lossless raster format that supports alpha channels, allowing your logo to have a transparent background. This file is best when utilized on anything with a digital display, like websites, social media and mobile applications. *Use for digital / web / screen applications.*

.JPG

JPEG / Joint Photographic Experts Group. Raster format like .PNG, but does not support alpha channels. *Use for digital applications (for print use .PDF or .EPS)*